

TITLE 17: CONSERVATION  
CHAPTER I: DEPARTMENT OF NATURAL RESOURCES  
SUBCHAPTER f: ADMINISTRATIVE SERVICES

PART 2650  
ADVERTISING IN DEPARTMENT PUBLICATIONS

Section	
2650.10	Definitions
2650.20	General Regulations
2650.30	Outdoor Illinois
2650.40	Other Department Publications
2650.50	Exchange of Advertising

AUTHORITY: Implementing and authorized by Section 63b2.4 of the Civil Administrative Code of Illinois (Part 13.5) [20 ILCS 805/63b2.4].

SOURCE: Adopted at 21 Ill. Reg. 573, effective December 30, 1996.

**Section 2650.10      Definitions**

“Department” - means Department of Natural Resources.

“Prohibited Advertising” - is defined as advertisements for political parties or candidates, personal notices, real estate sales, alcoholic beverages, tobacco products, smoking devices or advertisements which are not wholly consistent with and supporting of Department goals, objectives and programs.

“Publisher” - means the Director of the Department of Natural Resources or his designee.

“Selling of Advertising” - is defined as the sale or exchange of space within Department publications or time on electronic programs to an outside entity.

**Section 2650.20      General Regulations**

- a) Advertisements are accepted upon the representation that advertisers and their agencies have the right to publish the contents thereof. In consideration of such publications, advertisers and their agencies agree to indemnify and hold the publisher and the Department harmless against any expense or loss by reason of claims arising out of publication.
- b) All advertisements are subject to publisher’s approval. Prohibited advertisements

will be rejected. The amount of advertising is limited, and availability of space or special position shall be dependant upon lay-out and the number of submitted advertisements.

- c) Advertisements rejected shall be returned to the advertiser, with an explanation of the reason for rejection.
- d) Publisher reserves the right to insert the word "Advertisement" above or below the copy.

#### **Section 2650.30 Outdoor Illinois**

- a) Advertisers must reserve advertising space by the 20th (or next working day) of the month three months prior to publication. Camera-ready copy must be delivered to publisher not more than one month later.
- b) Payment for advertising space must accompany the reservation. Advertisers rejected due to lack of space will have their money refunded. Space shall be allocated on a first-come, first-served basis.
- c) Copy materials required:
  - 1) Black and white: film negative, right-reading, emulsion side down, 150-line screen. White proof required.
  - 2) Four-color: film separations, right reading, emulsion side down, in register and prepared to publication size of contracted space, 150-line screen. Match print or chromaline proof required.
- d) Available ad sizes
  - 1) Run of Press
    - full page (7.5" x 9.5")
    - half page (7.5" x 4")
    - quarter page (4 5/8" x 4")
    - eighth page (2 1/8" x 4")

For preferred positioning, add 10% to the cost of the ad. Preferred positioning on first-come, first-served basis.
  - 2) Rates shall be as published in Outdoor Illinois. Advertising rates for Outdoor

Illinois may also be obtained by written request to:

Outdoor Illinois  
Department of Natural Resources  
524 S. Second Street  
Springfield, IL 62701-1787

- 3) Inside back cover (color only).
- 4) Discount. Advertisers who contract for the same advertisement for three or more consecutive insertions shall receive a 10% discount from the cost of the ad.
- 5) Cancellations will not be accepted after the last date for reservations, nor will changes to advertisement be accepted less than 2 months prior to publication.

#### **Section 2650.40 Other Department Publications**

Advertising in other Department publications, on licenses or permits, or via electronic media shall be by contract after public notice and sealed bid.

#### **Section 2650.50 Exchange of Advertising**

Advertising in Department publications or on electronic programs will be considered under the following circumstances:

- a) the goods or services offered in exchange time must be approximately equal in value to the cost of the advertising space or time allotted in the Department-produced medium;
- b) the advertiser shall pay a bid amount, or, if no acceptable bid is received, a negotiated amount at least equal to the cost of printing the document or a portion of the document in which the advertising appears; or
- c) the advertisement is determined by the Director to be in the public interest and is a furtherance of the Department's duties to provide public information, in which case the goods or services offered in exchange may be less than the actual cost of producing and distributing the medium.